

Message Text

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ACTION COME-00

INFO OCT-01 AF-08 ISO-00 CIAE-00 EB-08 INR-07 LAB-04

NSAE-00 PA-01 SIL-01 USIA-06 PRS-01 /037 W

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FM AMEMBASSY KHARTOUM

TO SECSTATE WASHDC 3652

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E.O. 11652: N/A

TAGS: BEXP, SU, ETRD

SUBJECT: KHARTOUM INTERNATIONAL EXHIBITION

REF: (A) STATE 030889 (B) KHARTOUM 142 (C) KHARTOUM 375

(D) 76 KHARTOUM A-51

BEGIN UNCLASSIFIED.

1. EMBASSY REGRETS THAT ALL FUNDS LIKELY TO BE GRANTED BY CONGRESS TO USDOC TRADE PROMOTION PROGRAMS FY 78 HAVE ALREADY BEEN EARMARKED. EMBASSY APPRECIATES LONG LEAD TIME REQUIRED AND FOR THIS REASON FIRST INFORMED DEPT OF THIS EXHIBITION IN JUNE, 1976 (SEE REF D). WE ARE ANXIOUS FOR COMMERCIAL AND POLITICAL REASONS ENUMERATED REF B TO HAVE US PARTICIPATION IN THIS EXHIBITION.

2. RE QUESTIONS PARA 4 REFTEL A, FOLLOWING REPLIES ARE KEYED TO SUB-PARAS:

A. RENTAL FOR INTERIOR SPACE COST \$30 PER SQUARE METER. RENTAL IN OPEN DISPLAY AREA IS \$15 PER SQUARE METER. INTERIOR EXHIBITION SPACE WILL CONSIST OF THREE INTERNATIONAL PAVILIONS EACH OF 2,500 SQUARE METERS. PROBABLY ONLY TWO BUILDINGS

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WILL BE COMPLETED FOR 1978 FAIR. SUDANESE NATIONAL EXHIBITION WILL BE IN SEPARATE HALL. FAIR AUTHORITIES HAVE INVITED FOREIGN GOVERNMENTS TO BUILD PERMANENT EXHIBITION FACILITIES ON SITE. USDOC ASSUMPTION THAT EXHIBITORS WILL RENT SPACE WITHIN OVERALL LARGE HALL IS CORRECT--ONE BUILDING COULD HOLD EXHIBITS FROM SEVERAL COUNTRIES.

B. BUILDING WILL BE PROVIDED WITH UTILITIES INCLUDING WATER, ELECTRICITY, SEWAGE AND TELEPHONE. NO INDICATION WHETHER TELEX SERVICE WILL BE AVAILABLE.

C. SUDANESE GOVERNMENT HAS CONTRACTED WITH EXHIBIT CONSULTANTS LTD. TO BE FAIR MANAGERS. FAIR AUTHORITIES HAVE NO OBJECTION TO EXHIBITORS BRINGING IN FOREIGN CREWS TO ERECT STANDS. CONTENTS AND EXHIBIT PARAPHERNALIA WILL BE ADMITTED DUTY FREE. END UNCLASSIFIED.

D. BEGIN LIMITED OFFICIAL USE. ARAB BOYCOTT. REFTEL C REQUESTED INFORMATION ON PHP INTERNATIONAL WHICH HAD APPROACHED FAIR AUTHORITIES TO ACT AS AGENT IN PROCURING AMERICAN EXHIBITORS. AS FAR AS WE AWARE, PHP DOES NOT YET REPRESENT FAIR AUTHORITIES AS US RECRUITING AGENT. WE WONDER IF MR. ABID MIRZA IS REPRESENTATIVE OF PHP. WE DOUBT THAT MIRZA IS TAKING INSTRUCTIONS ON ARAB BOYCOTT OF ISRAEL FROM FAIR AUTHORITIES. WE WOULD EXPECT THAT POSITIVE CERTIFICATES OF ORIGIN WOULD BE REQUIRED FOR GOODS IMPORTED FOR EXHIBITION. WHEN QUESTIONS REFTEL C ARE ANSWERED, ECONOFF CAN INFORMALLY EXPLORE BOYCOTT QUESTION WITH EXHIBITION DIRECTOR GENERAL. WE DO NOT BELIEVE THIS PROBLEM WILL ARISE. END LIMITED OFFICIAL USE.

E. PRODUCT LINES WHICH APPEAR TO OFFER BEST MARKET POTENTIAL INCLUDE AGRICULTURE EQUIPMENT AND SYSTEMS, LIMITED OFFICIAL USE

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CONSTRUCTION EQUIPMENT, ELECTRICAL GENERATING EQUIPMENT, PORT DEVELOPMENT SERVICES AND EQUIPMENT AND BUILDING SYSTEMS. MARKET FOR AGRICULTURE RELATED ITEMS HAS VAST POTENTIAL. KHARTOUM A-101 OF NOVEMBER 19, 1976 DESCRIBES \$6 BILLION PROGRAM THAT ARAB AUTHORITY PLANS FOR DEVELOPMENT OF SUDANESE AGRICULTURE. SPECIALIZED AREAS WITHIN AGRICULTURAL FIELD INCLUDE IRRIGATION, LIVESTOCK HUSBANDRY, AND AGRICULTURAL RESEARCH SYSTEMS AND EQUIPMENT. MAJOR TRANSPORTATION INFRASTRUCTURE DEVELOPMENTS ARE UNDERWAY AND EMBASSY PLANS SHORTLY TO PROVIDE SUMMARY AIRGRAM WHICH WILL FURTHER IDENTIFY THESE TRADE OPPORTUNITIES. PORT DEVELOPMENT OPPORTUNITIES HAVE ALREADY BEEN DESCRIBED IN 76 KHARTOUM 3485 AND 76 KHARTOUM 3746.

F. FOR USDOC INITIAL PARTICIPANT POLLING, CONCENTRATION SHOULD BE ON AGRICULTURAL MACHINERY AND CONSTRUCTION EQUIPMENT. WE BELIEVE MOST MAJOR MANUFACTURERS OF AGRICULTURAL EQUIPMENT WOULD BE

INTERESTED. ALLIS-CHALMERS AND FORD APPEAR TO
BE PRIME CANDIDATES. INGERSOLL-RAND AND CHICAGO
PNEUMATIC COULD BE INTERESTED IN DISPLAYING
CONSTRUCTION AND WELL-DRILLING EQUIPMENT. CONTACTS
WITH PUMP MANUFACTURERS MIGHT BE FRUITFUL BECAUSE OF
PLANNED NEW IRRIGATION PROJECTS.

3. ADDITIONAL BROCHURE ON EXHIBITION REGULATIONS IS
BEING POUCHED TO USDOC CARE OF MISS MANLEY, BIC/DIB.

4. ACTION REQUESTED: WOULD APPRECIATE CONTINUED
PRIORITY ATTENTION TO POSSIBILITY KHARTOUM FAIR
PARTICIPATION SHOULD THIS BECOME FEASIBLE IN COURSE NEXT THREE
MONTHS. MEANWHILE, WE INTEND NOT DISCUSS CONTENTS
PARA 3 STATE REFTEL WITH SUDANESE UNTIL FINAL USG
POSITION HAS BEEN TAKEN.

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Message Attributes

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